C2950-3

M&MD

MARKETING & MEDIA DECISIONS

DECEMBER 1990 · $4.00

1990 MEDIA ALL STARS

MEDIA DIRECTOR, RICHARD KOSTYRA,
J. WALTER THOMPSON, NEW YORK

20814CHRISG005 010000930000 MM
GREG CHRIS
CONGRESSIONAL INF SVC
4520 EAST-WEST HWY #800
BETHSEDA MD 20814

DEPARTMENTS

PRO FILES 6
An update on the lives of last year's All-Star honorees.

CREATIVE CONCEPTS 14
Though it still won't allow dancing tubes of toothpaste or Met Life spokesbeagle Snoopy to think a word, public television is slowly opening its airwaves to advertisers. Be prepared for a host of restrictions, creative and otherwise, however.

BUSINESS-TO-BUSINESS 16
Medical publications, once full of vim and vigor, are showing signs of stress. The market may have reached its saturation point as advertisers begin to divert money from print to more direct forms of marketing. And the patient, though far from dead, could be in need of care.

NEWS BEAT:MAGAZINES 17
Straight Arrow takes aim at the men's market . . . Controlled circ books wary of audit . . . But some take the plunge.

NEWS BEAT:MEDIA DEPARTMENTS 19
Drexler goes global . . . Apple hits target . . . Spot tv buys processed in minutes. . . Sports fees may pay out.

SALES PROMOTION 104
With 287 billion coupons distributed in 1990, the FSI business had a good, if not great, year. That business, however, still remains firmly in the hands of two FSI giants, Valassis and New America. Also, our annual Promotional Media Calendar.

POINT/COUNTERPOINT/POLL 106
It's an age-old question: which is better, advertising or sales promotion? Our readers' poll finds advertising still in the lead.

NEWS BEAT:NEWSPAPERS 109
Saturday Night magazine distributed as newspaper insert . . . *TV Week* reaches for retail advertisers.

ECONOMIC EYE 110
Top category spending is tracked for consumer magazines, plus the Media Cost Index through August 1990.

THE LAST WORD 112
What clients and co-workers really thought of some of this year's All-Stars and nominees. All off the record, of course.

Left to right: Kostyra, Sakin, Sotiriou, McCloud, Whitman, Orlick, Ritchie, Bonsaing, Grubbs.

FEATURES

THE 1990 MEDIA ALL-STARS

The clients have spoken and picked a group of independent thinkers, hard workers and strong communicators to be this year's All-Stars. In nine areas of expertise, these men and women and their Star Watch colleagues prove that creative thinking and innovative buying and planning are alive and well in the agency media department.

MEDIA DIRECTOR 24

RICHARD KOSTYRA, Executive Vice President, U.S. Director of Media Services, J. Walter Thompson, New York. Star Watch: David Verklin, Senior Vice President & Corporate Media Director, Hal Riney & Partners, San Francisco.

ASSOCIATE MEDIA DIRECTOR 35

ALAN ORLICK, Senior Vice President, Associate Media Director, Ogilvy & Mather. Star Watch: Claire Capeci, Vice President, Assistant Media Director, Scali, McCabe, Sloves.

PLANNING 43

COLLEEN McCLOUD, Senior Vice President, Creative Media Director, Foote, Cone Belding/Los Angeles.

NATIONAL TELEVISION 49

STEVE GRUBBS, Senior Vice President & Director of National TV Buying & Program Development, BBDO. Star Watch: Karen Poster, Vice President, Group Supervisor, FCB/Leber Katz.

LOCAL BROADCAST 59

JERRY BONSAING, Executive Vice President, Group Director, Spot Broadcast/Media Administration, Backer Spielvogel Bates. Star Watch: Rich Meyer, Senior Vice President, Director of Anheuser-Busch Media Services, DMB&B, St. Louis.

PRINT 67

KAREN RITCHIE, Senior Vice President, Director of Media Services, McCann-Erickson, Detroit. Star Watch: Frank Smith, Vice President, Associate Media Director of Print Services Group, Young & Rubicam.

RADIO 77

GARY SAKIN, Network Radio Supervisor/Network Television Buyer, Ayer Inc. Star Watch: Grace DeLong, Local Broadcast Radio Supervisor, DDB Needham.

BUSINESS-TO-BUSINESS 83

CONNIE WHITMAN, Media Director, Garrison, Jasper, Rose, Indianapolis. Star Watch: Tyler Schaeffer, Vice President, Associate Media Director, FCB/Leber Katz.

RESEARCH 91

SAM SOTIRIOU, Senior Vice President, Director of Media Research, Saatchi & Saatchi, New York. Star Watch: Beth Zemach, Manager of Media Research, Leo Burnett.

AS THEY SEE IT

MEDIOLOGY Ron Lawrence 97

Prognosticating is a risky business. Here's a look back at some 1980s-style predictions that didn't quite come true.

MAGAZINES Mike White 98

Before buying that four-color spread, you'd better know the magazine's core audience. Here's how, and why.

TELEVISION Chet Bandes 99

O.K., you know the tv audience is out there, but what are they really watching? The Viewer Volatility Measurement can help calculate the extent of channel switching.

PLANNING Lynn Upshaw 101

As unconventional media usage becomes the norm, there will be increasing pressure on agencies to protect their clients' messages from growing audience ill-will.

Chet Bandes
Media research manager,
McCaffrey and McCall Inc.,
New York

A VOLATILE ISSUE

CBS National Spot Sales commissioned Norman Hecht Research Inc. to conduct the "Television Viewer Retention Study" to determine if viewers watch all channels in the same manner. The research measured the degree to which viewers switch-in and switch-out to selected broadcast and cable tv networks, and CBS has used the results to hype broadcast over its cable competition. But is the hype justified?

The findings of the study show channel switching varies by network. There is a relationship between channel switching and ratings: Higher-rated networks have a lower percent of channel switching and ratings. Also, higher-rated networks have a lower percent of channel-switching viewers.

However, the study exaggerates channel-switching differences between broadcast and cable networks. A more meaningful measure based on audience stability reveals only small differences among the networks. Therefore, channel switching should not be a key factor in the selection of television network alternatives.

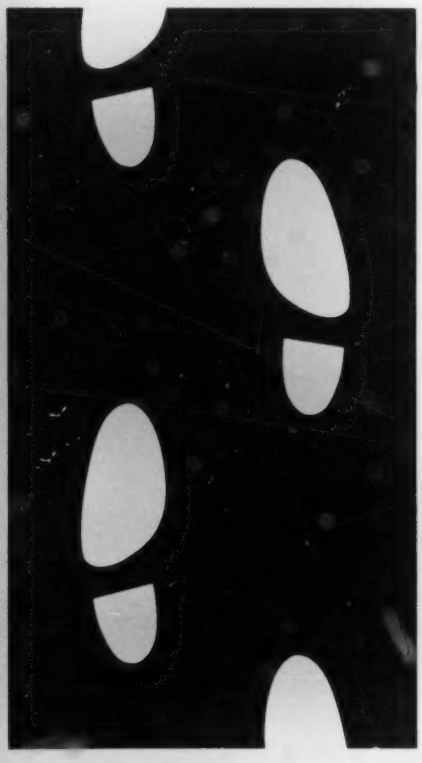
The study was conducted in four markets (New York, Chicago, Los Angeles and Philadelphia) during the week of November 6-12, 1989. A sample of 702 Nielsen National (NTI) meter homes was the source for household tuning data. BAR Reports were utilized to obtain program/non-program content. Channel switching and content information were analyzed by 30-second blocks in prime time for four broadcast networks (ABC, CBS, NBC and Fox) and six cable networks (CNN, ESPN, FAM, MTV, USA and WTBS).

A formula was developed the "Viewer Volatility Measurement" (VVM) to calculate the extent of channel switching. It reads:

$$\text{VVM} = \frac{\text{Switch-In} + \text{Switch-Out}}{\text{Total Audience}}$$

The study showed that the three major broadcast network audiences are less volatile than the audiences of Fox and the six selected cable networks (see chart I, following page). A breakdown by program content shows that based on a 10-channel average, volatility is 25% greater for non-program material compared to program material (chart II).

But the VVM exaggerates the degree of volatility in viewing behavior. The reason for the exaggeration is that channel switchers are counted twice, while non-channel switchers, the stable audience, are counted only once. A channel switcher is given full credit as part of both the switch-in and the switch-out channel.



Make Tracks...

... to your nearest mailbox and send for the latest copy of the **free** Consumer Information Catalog.

It lists about 200 free or low-cost government publications on topics like health, nutrition, careers, money management, and federal benefits.

Take a step in the right direction and write today for the free Consumer Information Catalog. Just send your name and address to:

Consumer Information Center
Department MT
Pueblo, Colorado 81009

A public service of this publication and the
Consumer Information Center of the U.S. General Services Administration.

Chart I

VIEWER VOLATILITY MEASUREMENT (VVM)

(All Program/Non-Program Material)

Program Source	VVM	Volatility Index
		(3 net = 100)
Three network average	2.9%	100
Fox network	4.6%	159
Six cable net average	8.5%	293

Source: Television Viewer Retention Study

Chart II

VIEWER VOLATILITY MEASUREMENT (VVM)

(Program Material vs. Non-Program Material)

Program Source	Material (%)	Program Only (%)	Non-Program Only*(%)
Three network average	2.9	2.5	3.3
Fox network	4.6	4.2	5.0
Six cable net average	8.5	8.3	9.0
Ten Network Average	3.6	3.2	4.0
Volatility Index (10 net = 100)	100	89	111

* Includes commericals, promos, public service announcements and billboards
Source: Television Viewer Retention Study

Chart III

VIEWER STABILITY MEASUREMENT (VSM)

(All Program/Non-Program Material)

Program Source	VSM	Stability Index
		(3 net = 100)
Three network average	98.5%	100
Fox network	97.7%	99
Six cable net average	95.7%	97

Source: McCaffrey and McCall

Chart IV

VVM vs. VSM COMPARISON

(All Program/Non-Program Material)

Program Source	Volatility Index*	Stability Index**
	(3 net = 100)	(3 net = 100)
Three network average	100	100
Fox network	159	99
Six cable net average	293	97

* Based on formula developed by CBS/Hecht Research
** Based on formula created by McCaffrey and McCall media research
Source: McCaffrey and McCall

Chart V

AUDIENCE SIZE vs. VOLATILITY ANALYSIS

(All Program/Non-Program Material)

Program Source	Audience Size (descending order)		Volatility Score (ascending order)	
	Homes (000)	Rank	Percent (%)	Rank
NBC	693,879	1	2.6	1
ABC	606,628	2	3.0	2
CBS	455,606	3	3.2	3
FOX	295,741	4	4.6	4
ESPN	66,269	5	6.8	5
USA	41,066	6	8.7	8
WTBS	38,633	7	7.6	7
CNN	33,117	8	7.4	6
MTV	20,865	9	14.6	9
FAM	6,464	10	16.7	10

Source: Special tabulation by CBS/Hecht Research

A more accurate method would be to count channel switchers only once. This could be accomplished by dividing the switcher audience in half between the switch-in channel and the switch-out channel. Switchers were probably counted twice because larger absolute differences are generated, which are advantageous for positioning the three networks on the subject of volatility.

The stable audience is more desirable than the volatile audience because it provides a better commercial environment. Therefore, a more meaningful approach would have been a measure of viewer stability instead of the VVM model. McCaffrey and McCall media research created the Viewer Stability Measurement (VSM) to calculate the degree of stable audiences:

$$VSM = \frac{\text{Stable Audience}}{\text{Total Audience}}$$

The VSM analysis indicates that the three major networks provide the most stable audiences. However, there are only small differences among the program sources (chart III).

This CBS-commissioned research is entitled, "Television Viewer Retention Study," but the analytical tool employed is a measure of non-retention (volatility). Chart IV illustrates the promotional value of this point of view to the established broadcast giants.

In a cover letter distributed with a copy of the Television Viewer Retention Study, Peter Chrisanthropoulos, president and CEO of the Network Television Association, links the implications of the research to the notion that "network television clearly outperforms others because of the substantial inherent advantages over its competition. Those inherent advantages are the quality and originality of network television programing, the powerful network/affiliate distribution system, a more favorable and less cluttered commercial environment and the history and tradition of the medium."

This writer concludes that as pretty as this notion sounds, on average, volatility is mainly a function of audience size – period. Specifically, high-rated programs have less volatility than low-rated programs. Consider this hypothetical example:

Market sample size	1,000 homes
Broadcast network program	10 rating
Cable network program	1 rating
Switch-in/switch-out audience	1 rating

Source	Rating	Homes	Switch Aud.	% Vol.
B'cast network	10	100	1	1%
Cable network	1	10	1	10%

The example demonstrates that one channel-switching home between a broadcast network and a cable network would produce significantly less volatility for the higher-rated program source.

To test the idea, a special tabulation of audience size by network was requested. Chart V (previous page) clearly shows an almost perfect correlation between audience size and volatility.

So audience size is the key factor affecting volatility. Therefore, the interpretation of "inherent advantages" by Chrisanthopoulos is only correct to the extent that those advantages affect audience size. ■

PLANNING

Lynn Upshaw
Chief operating officer,
Ketchum Advertising,
San Francisco

CALLING ALL CLUTTERBUSTERS

In a world where peace and quiet is the exception, the first job of advertising is to get noticed. Even the most junior copywriters learn fast that their creative executions can end up as creative secrets if they get lost in the din of modern life.

Clutter has become the real competition for most advertisers. Relaxed codes in the broadcast industry and elsewhere have created as many problems as opportunities, and have given rise to the search for new, more intrusive media vehicles. It has also precipitated an emerging megaissue called "intrusion" that may require some new teamwork between agencies' media and creative departments.

Many agencies have discovered that if you can't rise above the clutter, you have to go where it isn't by inserting advertising in the most unexpected places. The newest settings for commercial messages include movie theaters, laundromats, comic books, health clubs, doctors offices, shopping carts, paperback novels, subway stations, catalogs, rented videotapes, elevators, and so on. It's all kind of a fascinating game to many in the business, sort of like writing a book and seeing how many different kinds of people read it. But the fascination is lost on much of America. What started out as an experiment in mass media is turning into a growing rebellion. Americans, it seems, are not amused with intrusive advertising.

Consider these sobering facts:

- In a May 1990 study by the Gallup Organization, 28% of those surveyed said that they had bought or rented a videocassette with a commercial message included on it during the previous three months. But more than one-third (36%) of the sample said they found advertising on prerecorded tapes to be "very annoying," and 31% said it was "somewhat annoying."
- Earlier in 1990, the Walt Disney Company polled 18,772 moviegoers, and 90% of them said that they definitely did not want commercials in theaters. (You read that right – 90%. When was the last time 90% of Americans agreed on anything?) Shortly thereafter, both Disney and Warner Bros. prohibited theaters from running commercial shorts prior to showing their films.
- Chris Whittle, the self-anointed point man in this age of new media, has run into heavy sledding with his controversial commercial cable programing in schools, known as Channel One. Consumer advocacy groups have vowed to shut down what they and many parent organizations consider an insidious attempt to fill their children's heads with commercial messages.
- *Business Week* reported that agency executive Don Peppers recently gave a speech to 300 advertising industry leaders and asked his audience to indicate who believed that there was too much advertising today. Virtually everyone in the room raised a hand.

DID IT EVER OCCUR TO ANYONE THAT THE NATION'S 9TH MOST AFFLUENT MARKET... THE RICHEST MARKET IN SOUTHERN CALIFORNIA... THE MARKET THAT HAS EVERYTHING, MIGHT HAVE IT'S VERY OWN NEWSPAPER ?!

In Orange County, The Orange County Register has 74% more daily and 57% more Sunday adult readership than the Los Angeles paper.

THE ORANGE COUNTY Register
METROGROUP

The leading medium in Southern California's richest market.
Represented by CWO&O

SOURCE: 1989 Scarborough-Simmons Newspaper Ratings Study, 1990 S&MM Survey of Buying Power

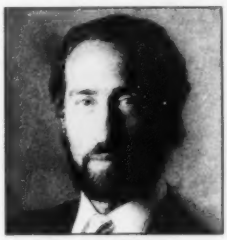
COUNTER POINT

PRICE, IMAGE AND

IF YOU CAN'T BEAT 'EM . . .

The image/price debate will outlive us all. Here, two views of tomorrow.

July, 1993 . . . The President approves special legislation banning all price promotions on consumer goods and services. While companies may lower prices, fares, and rates, they will be prohibited from promoting them as specials with the traditional limitations or restrictions. Food marketers, retailers and travel and lodging are hardest hit.



This far-fetched scenario is not going to happen in a free enterprise, democratic state. But it does allow us to imagine what life would be like without price promotions.

- Consumers become extremely brand sensitive. Differences in performance, packaging and service are the focus of their scrutiny and closely evaluated vs. advertising or label claims.
- Brand loyalty increases dramatically. Brands that over-deliver experience lower rates of attrition and brand switching. Profitability increases as marketing monies are used to attract new consumers or cross-sell rather than recapture lost customers a second, third, or thirtieth time.
- Product quality and service delivery improve. Manufacturers and service providers build in tangible, important improvements that fit consumer lifestyles and build brand loyalty.
- Retailers become more strategic, creative and quality-driven in their merchandising programs. They develop new approaches to drive traffic — often based on consumer lifestyles, e.g., Hispanic holidays, summer fitness, early winter dieting.
- Advertisers and their agencies refocus their monies and energies into "Co-Motions." These strategic, large-scale communications promotions will flow directly from a brand's or company's business strategy and add values to products and services. Importantly, they will be underpinned by cohesive advertising, publicity and in-store merchandising campaigns.
- Margins to manufacturers, service suppliers and retailers increase. Prices to consumers are at new discounted levels. Most consumers pay it provided they receive higher quality goods and services in a convenient, low-stress manner.
- Promotion managers are evaluated based on long-term brand equity, sales, share and profitability. They will become true marketing partners with the advertising and public affairs people in their company. Together, they will allocate marketing funds in a strategic, focused, timely manner.

Now, back to reality. Price promotions are not only permitted, but pervasive. Marketers and retailers can place money and effort behind short-term price incentives and create the price wars they so loudly protest. Or, they can step back, take a look at their business objectives, breathe deeply and decide that adding value will deliver a far higher ROI. That decision made, they enter the brave new world of "Full Fare."

Jeff Manning is senior vice president of Ketchum Advertising/San Francisco.

POLL A sampling of client-side marketing management by Research USA, Chicago, suggests a slight loosening of sales promotion's grip on marketing dollars.

1. What percentage of your combined 1990 advertising/sales promotion spending was allocated to each? (Base = 51)

	Advertising	Sales Promotion
Less than 10%	7.8%	9.8%
10%-24%	9.8%	25.6%
25%-49%	17.6%	23.5%
50%-74%	17.6%	19.6%
75%-89%	27.6%	7.8%
90% or more	19.6%	13.7%
Average	57.9%	42.1%

2. How did your dollar volume for sales promotion in 1990 compare to what was spent in 1989? (Base = 50)

THE FUTURE

. . . JOIN 'EM

While sales promotion expenditures continue to outpace media expenditures, the debate on the efficacy of one versus the other is becoming passé. Instead, the economy is forcing marketers to develop integrated strategies that effectively and efficiently deliver a memorable message, while providing a good value to the consumer.

Consumer spending is expected to be flat next year, and U.S. population growth will be less than 1% annually. Marketers will fight to hold volume and share while maintaining profits, and the winners will come from the ranks of those who believe in well-integrated marketing plans.

It is conceivable that total marketing expenditures could decline in the next few years. (I prefer to think, however, that budgets will continue to grow at the same rate, but our spending will deliver greater return and the dollars will shift.) But in a flattening economy, efficiency and effectiveness are imperative.

Some argue that economic pressures will push promotion — especially discounts — to the forefront in the marketing mix, taking precedence over advertising spending. Astute marketers understand, however, that promotion can accomplish an expanded mission. Programs that support and reinforce the brand's positioning and benefits, while delivering a strong incentive to purchase the product, should be developed by promotion marketers.

The distinction between advertising and promotion spending is likely to become blurred. If a print ad carries an 800 number for a new product sample and the closest retail location, is the budget advertising or promotion?

I am not suggesting that total budgets will decline because of the integration of promotion and advertising, but I do believe that economic pressures will translate into higher expectations for stronger programs that are results-oriented. If these programs are executed, dollars will shift into categories that mirror the strongest opportunities. These programs will be non-traditional, and we will begin to see shifts in spending in the following ways:

1. As the communication of promotional programs becomes more vital, there will be greater expenditures in promotion advertising and traditional advertising, as well as promotional elements incorporated in advertising programs.

2. Expenditures for direct mail will probably increase as we understand the demographic and psychographic profile of our target consumer.

3. Trade promotion spending will shift from price discounts to value-added programs that integrate retailer objectives with manufacturer objectives.

4. Scanner managed frequent shopper programs, if supported and successful, have the opportunity to capture dollars from couponing programs and possibly trade promotion. These programs also will offer opportunity for direct marketing and communication.

5. Big events that incorporate advertising, consumer promotion, trade promotion and public relations will increase as marketers try to break through the clutter. Budget allocation will be less defined as funding will come from all areas.

Cumulative spending growth will be slower in the next five years than in the past. The issue will not be how much of the mix we will get but how effectively we spend the dollars. Marketers must be open to non-traditional programs and must evaluate those programs against an overall communication strategy.

Like it or not, a new age is emerging, one that requires collaboration between advertising and promotion, which should result in stronger marketing efforts with greater impact on the consumer.

Due to a production error, Ms. Lukas was mistakenly credited for last month's "Counterpoint" column on marketing tobacco to minorities. She did not write the column, nor did she review or approve of its contents.

Increase	68%
Decrease	12%
No change	20%

3. How did your dollar volume for advertising in 1990 compare to what was spent in 1989? (Base = 51)

Increase	64.7%
Decrease	21.6%
No change	13.7%

4. What change, if any, do you see for your budget in each category in 1991? (Base = 51)

	Advertising	Sales Promotion
Increase	54%	47.1%
Decrease	12%	17.6%
No change	34%	35.3%

5. What percentage of your sales promotion budget was allocated to each vehicle? (Base = 45)

Cents-off couponing	17%
Rebates	5.7%
Premiums & incentives	16.7%
Sampling	8.6%
Sweepstakes & contests	9.4%
Point-of-purchase	14.8%
Trade shows	16.8%
Other	11%

6. What do you believe is the long-term effect that sales promotion has on the brand or brands you represent? (Base = 51)

Brand building	62.8%
Neutral	25.5%
Detrimental	3.9%
Other	7.8%

7. Who places your sales promotion buys? (Base = 51)

In-house	84.3%
Full-service agency	29.4%
Sales-promotion agency	23.5%

Jeanne E. Lukas is senior vice president of Minneapolis-based U.S. Communications.

ECONOMIC EYE

MAGAZINE AD SCORECARD

	Ad Pages Oct. 1990	% change from Oct. 1989	Dollars spent (000)	% change from Oct. 1989
1. Skin care, Creams, Lotions and Oils	228.83	-22.0	10,288.0	-17.2
2. Lip and Eye Beauty Products	159.13	-11.3	6,834.3	24.9
3. Scents and Fragrances	451.50	66.2	12,710.0	53.2
4. Facial Makeup Products	114.29	16.0	4,670.4	7.8
5. Prepared Dinners and Entrees (including pizzas)	24.77	-53.7	1,567.8	-57.0
6. Liquor	444.75	-15.3	19,829.1	-15.1
7. Cigarettes	454.22	-31.9	29,123.7	-24.4
8. Soaps and Detergents	12.85	13.7	698.9	-9.0
9. Passenger Cars, Domestic	492.14	-11.2	34,759.9	-8.4
10. Passenger Cars, Imported	407.22	2.4	24,306.5	-23.1

*Source: Publishers Information Bureau as prepared by Leading National Advertisers. *No Change*

MEDIA COST INDEX

(The Media Cost Index is based on unit costs, which are the end-product of circulation/audience and CPM adjustments. They do not represent the efficiency of a given medium, only the out-of-pocket costs.)

1985 = 100 ← 1990 →

	Jan.	% change	Feb.	% change	Mar.	% change	Apr.	% change	May	% change	June	% change	July	% change	Aug.	% change
Network TV																
Daytime	78	+0.6	75	+10	78	+14	74	+2	75	+13	66	+5	78	+10	64	-3
Nighttime	129	+6	131	+9	146	+17	118	+6	129	+1	136	+25	136	+9	145	+7
Spot TV																
Prime time	148	+5	130	+3	127	+2	130	-0.6	135	+7	136	+4	148	+12	154	+15
Daytime	122	+5	100	-16	99	+2	102	+2	107	+8	96	+2	105	-2	104	+5
Network radio	173	+10	157	+11	152	+9	147	+15	150	+15	145	+15	128	+6	130	+2
Spot radio	–	–	–	–	118	+0.3	–	–	–	–	129	+9	–	–	–	–
Consumer magazines	130	+7	131	+8	131	+8	131	+7	131	+7	131	+7	130	+6	130	+6
Natl. Sunday magazines	132	+2	132	+2	139	+8	139	+8	139	+8	139	+8	139	+7	139	+7
Business publications	128	+8	128	+8	128	+8	128	+8	128	+8	128	+8	128	+4	128	+4
Newspapers	138	+6	138	+6	138	+6	138	+6	138	+6	138	+6	139	+6	139	+6
Outdoor	141	+3	141	+3	141	+3	141	+3	141	+3	141	+3	141	+3	141	+3

Notes: Percentage shown is relative change from the same month/period the year before. Newspaper figures reported for January and July only.

Arbitron reports that 73.2% of tv households own a VCR, a 9.7% increase over July '89. The city with the highest VCR ownership is Reno, NV, with 93%.

Sources:

Nighttime Network TV- Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service.

Daytime Network TV- Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service.

Nighttime Spot TV- Cost per average 30-second spot, 7:30-11p.m. Monday-Saturday and 7-11p.m. Sunday from Arbitron/Broadcast Advertisers Reports' Spot TV Service.

Daytime Spot TV- Cost per average 30-second spot, 10a.m.-4:30p.m. Monday-Friday from Arbitron/Broadcast Advertisers Reports' Spot TV Service.

Network Radio- Cost per average 30-second radio announcement from BAR's Network Radio Service.

Consumer Magazines estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn.

National Sunday Mags estimate based on published (rate cards) costs of a page, four-color in the national entries.

Daily Newspapers estimate based on Newspaper Advertising Bureau report of SRDS costs per column inch of a sample of 784 newspapers weighted to represent the universe.

Outdoor Posters based on estimate prepared by Institute of Outdoor Advertising.

Spot Radio index represents cost of a 60-second spot in the top 100 markets from data supplied to Radio Expenditure Reports by major radio representatives.

Business Publications estimates based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications.

Index to Advertisers
December 1990

ABC Sports	48
ABP	86-87
Adweek	75
Barron's	39
Buffalo Newspapers	104
E! Entertainment Network	50-51
Endless Vacation	12-13, 31
Entertainment Weekly	5, 7, 9
Entrepreneur	47
Fortune	Cover 5
Forum Personnel	102
Golden Gate Group	74
Good Housekeeping	18
Group W-TNN	55
Halsey Air Group One	Cover 6
Institutional Investors	85
International Business	89
La Opinion	102
Ladies' Home Journal	27
Lifetime Cable Network	58
LNA	64, 81
M&MD	93, 95
Mademoiselle	66
McCall's	Cover 3-4
Men's Health	44-45
Motorland	4
MPA	69
Myers Marketing & Research	61
New York Times	11
Newsday	42
Orange County Register	101
Parade	28-29
People	36-37
Portland Oregonian	10
Presstime	65
Redbook	70-71
Research USA Inc.	76
Scientific American	80
Smithsonian	34
Spectrum	82
Spot Quotations	63
Straightline Marketing	63
Time	56-57
Trailor Life/Motor Home	73
USA Network	53
Woman's Day	21, 22-23
World Monitor	32-33

Marketing and Media Decisions (ISSN #195-4296), December 1990, Vol. 25, No. 12, is published monthly by Act III Publishing.

Copyright 1990 by Act III Publishing.

Executive, editorial, and sales offices at 401 Park Ave. South, New York, NY 10016, (212) 545-5100. Subscription requests or changes should be sent to M&MD, Subscription Department, P.O. Box 41094, Nashville, TN 37204, or call (615) 370-5643. Subscriptions are available domestically without charge to those personally involved in media decisions at major agencies and advertiser companies. For others, subscription prices are: USA 1 year $48, Canada $60, Overseas Airmail $140. Second class postage paid at New York, New York, and additional mailing offices. POSTMASTER: Send address changes to Marketing & Media Decisions, P.O. Box 41094, Nashville, TN 37204.

We need someone with the confidence of a surgeon, the dedication of a marathoner and the courage of an explorer.

We have a unique opportunity for someone very special.

A chance to spend two years in another country. To live and work in another culture. To learn a new language and acquire new skills.

The person we're looking for might be a farmer, a forester, or a retired nurse. Or maybe a teacher, a mechanic, or a recent college graduate.

We need someone to join over 5,000 people already working in 60 developing countries around the world. To help people live better lives.

We need someone special. And we ask a lot. But only because so much is needed. If this sounds interesting to you, maybe you're the person we're looking for. A Peace Corps volunteer. Find out. Call us at 1-800-424-8580, Ext. 93.

Peace Corps.

The toughest job you'll ever love.

Ad Council

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

Act of August 12, 1970: Section 3685, Title 39: United States Code). 1. Title of publication: Marketing & Media Decisions. 2. Date of filing: October 1, 1990. 3. Frequency of issue: monthly. 4. Location of known office of publication: 401 Park Avenue South, New York, NY 10016. 5. Location of the headquarters or general business offices of the publishers: 401 Park Avenue South, New York, NY 10016. 6. Names and addresses of Publisher, Editor and Managing Editor: Publisher, Lawrence Oliver; Editor, Sandra Rifkin; Managing Editor, Stephen Damiano; 401 Park Avenue South, New York, NY 10016. 7. Owner: Act III Publishing, 401 ParkAvenue South, New York, NY 10016. 8. Known bondholders, mortgagees or other security holders owning one percent or more of total: None. 10. Extent and nature of circulation: A. Total no. copies printed (net press run) — Average 12 months, 40,717; single issue, 41,429. B. Paid/requested circulation: (1) Sales through dealers and carriers, street vendors and counter sales — Average 12 months, None; single issue, None. (2) Mail subscription (paid and/or requested) — Average 12 months, 39,101; single issue, 39,879. C. Total paid/requested circulation — Average 12 months, 39,101; single issue, 490. D. Free distribution by mail, carrier or other means, samples, complimentary and other free copies — Average 12 months, 633; single issue, 40,369. E. Total distribution — Average 12 months, 39,734; single issue, 40,369. F. Copies not distributed — (1) Office use, left over, unaccounted, spoiled after printing — Average 12 months, 983; single issue, 1,060. (2) Return from news agents, None. Total — Average 12 months, 40,717; single issue, 41,429.

Lawrence W. Oliver, Publisher